PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

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TO: Adrian Marrullier DATE: February 5, 1992

FROM: James Taylor

SUBJECT: Texas Logo

In developing a "Texas Plan", one of the opportunities that we saw we may be missing is the development of exclusive point-of-sale materials that are "Texas Oriented" in design. We have seen other large consumer package goods companies i.e. Pepsi develop a logo that incorporates identification of Texas (state map and state flag colors etc.) to the benefit of their own visibility. This strategy has been successful and is something that we should explore.

As part of our Texas Plan Presentation in two weeks, please develop a series of logos that clearly communicate Marlboro and its "involvement" in the State of Texas. This should be explored via the use of color and or the state flag as well as a more traditional approach which looks at the Marlboro logo and the "shape of the State of Texas" treated as a "Brand".

Uses and applications should be broad including but not exclusive to temporary point-of-sale materials, set-sells, and neons.

Please discuss any other guidelines at the earliest opportunity as we need to get ideas in by next week.

Regards.

JT27/el
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